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Marketing Management - 12th Edition - Kotler/Keller Marketing communications are the means by which firms attempt to inform, persuade, and

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Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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